



# CA WORKFORCE INVESTMENT BOARD

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# CETF Mission

**CONNECT ✦ COMMUNICATE ✦ COMPETE**

**Mobilize leadership statewide to close the Digital Divide by accelerating the deployment and adoption of broadband to unserved and underserved communities.**

**Ensure that California is a global leader in the availability and use of broadband technology.**



# CALIFORNIA'S DIGITAL DIVIDE

## PPIC-CETF-ZeroDivide Statewide Survey

	Internet Use		Broadband at Home	
	2008	2010	2008	2010
<b>All Californians</b>	<b>70%</b>	<b>81%</b>	<b>55%</b>	<b>70%</b>
<b>Under \$40,000 AHI</b>	<b>49%</b>	<b>66%</b>	<b>33%</b>	<b>49%</b>
<b>Latinos</b>	<b>48%</b>	<b>65%</b>	<b>34%</b>	<b>50%</b>
<b>With Disability</b>	<b>57%</b>	<b>68%</b>	<b>36%</b>	<b>55%</b>
<b>Los Angeles</b>	<b>61%</b>	<b>78%</b>	<b>48%</b>	<b>67%</b>
<b>Rural</b>	<b>63%</b>	<b>81%</b>	<b>51%</b>	<b>69%</b>

# CATEGORIES OF STRATEGIC ACTION

- **Civic Leadership Engagement**
  - Rural Regional Consortia and Urban Regional Collaboratives
  - Community Leader Engagement as Broadband Champions
- **Venture Philanthropy Grantmaking**
  - Partner with Trusted Messengers, Honest Brokers
  - Build Capacity, Promote Collaboration
- **Public Policy Promulgation**
  - **Digital Literacy** – School2Home
  - Telehealth – Telemedicine – Health IT
  - Smart Housing – Smart Infrastructure and Growth
- **Public Awareness and Education Program**
- **Strategic Partnerships**

# MAJOR POLICY INITIATIVES

## ■ Digital Literacy

- Official State Policy – Roundtable, 3 Reports for Executive Order
- School2Home

## ■ Telehealth and Telemedicine

- California Telehealth Network (CTN)

## ■ Smart Housing

## ■ Smart Infrastructure

- Integrated Infrastructure Construction
- Wireless Comparative Analysis and Education Project

## ■ Smart Land Use Policies

- Model Land use Policies and Ordinances
- Green Benefits of Broadband

# Opportunities for CWIB to Promote Digital Literacy

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- Review and Endorse Digital Literacy Action Plan
  - Translate Action Plan into Implementation Steps
  - Incorporate Digital Literacy in All Funding Programs
- Distribute Action Plan to Local WIBs with Recommendation to Incorporate Digital Literacy
  - Share Background and Resource Documents
  - Inform About California EmpowerNet
- Convene Statewide Workshop on Digital Literacy
- Provide Input to National Broadband Plan
- Pursue Federal and Foundation Funding